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THE SOUTH BEACH DIET ONLINE

online privacy

[I am not entirely sure from reading this whether it genuinely protects privacy. (What exactly can your "home publisher" do with your information?) But this **is** the general type of system I think we probably need on the net and elsewhere.]

Date: **Tue, 24 Oct 1995 12:40:03 -0700**
From: **"Newshare Corp." <newshare@rmc1.crocker.com>**
Subject: **Clickshare(sm) alpha up; "test drives" available**

CLICKSHARE UNIVERSAL-ID, PROFILING AND MICRO-TRANSACTION
SYSTEM ENTERS ALPHA; PERSONALIZED "TEST DRIVES" BEGIN

WILLIAMSTOWN, Mass., Oct. 23 -- Newshare Corp. begins shipping to selected publishers this week the alpha version of its breakthrough Clickshare(SM) system to track and settle Internet-wide micro-transactions.

"Clickshare removes one of the biggest barriers to the evolution of the Internet by giving users universal-ID access to a free market for digital information," said Bill Densmore, Newshare president and cofounder. "Yet the information -- and the user relationship -- remain physically controlled by the publisher."

Clickshare's personal Newshare(sm) topic-profiling and custom-linking facilities are open for public use at <http://www.clickshare.com/tryit.html>. Transaction-handling capabilities, and an initial base of Publishing Members, will be launched in early 1996.

"At that point, publishers will be able to sell each others' information for as little as a dime per click, exchanging royalties and commissions seamlessly," added Densmore. "Internet Service Providers will be able to act as on ramps into this content universe as well."

Clickshare requires no special software for consumers beyond their Web browser and costs a publisher as little as $795 to join. Publishers can sell information by subscription or per-query to their own users, and set all pricing. Newshare is now soliciting a broader group of "beta" publishers.

"Publishers thinking toward the next century want to maintain a close relationship with their users," says David M. Oliver, Newshare's managing director-technology and principal Clickshare author. "And this implies registering them, profiling their interests and preferences, authenticating and verifying their use of resources, and billing them for charged items. Clickshare does this for publishers and for users in background, not in-your-face."

WHAT IS CLICKSHARE(sm)?

Clickshare is a complete, distributed, user-management system which provides the only true third-party validation of web usage. It differentiates "eyeballs" rather than just

counting them. It protects personal privacy and the publisher/subscriber relationship.

Clickshare(SM) permits consumers to access information on multiple, unrelated Internet Web servers with a single ID and password. It gives publishers revenues not only from their own information but from the information their users buy elsewhere. And it gives advertisers the best way to measure web traffic by specific user.

"Clickshare's versatile architecture is core technology for a worldwide free market for digital communications -- a true information exchange," said Densmore.

Newshare Corp., is based in Berkshire County, Massachusetts, a region which has spawned several multimedia startups because of its high quality-of-life, accessibility to New York and Boston and good talent pool. Formed in September, 1994, it is privately held.

HOW IT WORKS

Clickshare has two principal components, Oliver says. Clickshare-enhanced Web server software runs on publishers' computers as a primary piece of controlling software or as an adjunct to other UNIX-based server software. It logs user registration, authentication, personalization and micro-transactions.

The second piece of essential software, the Clickshare token-validation service (TVS) server, is run by Newshare Corp. or licensees. It creates and validates authentication tokens, brokers non-personal user preferences among publishers, and maintains "page visit" records from multiple independent sites sortable by anonymous user number, page visited and site ID.

"At no time does Clickshare know a user's name or demographic profile," says Oliver. "Only the user's home-base publisher has this information."

Clickshare has been called a an example of "wise thinking" (Steve Outing, Editor & Publisher Interactive, Sept. 18, 1995) and "the excelsior that will allow web businesses to sell information by the page" (WEBster, Oct. 3, 1995).

Each user has a single "home base" at a Publishing Member (likely to be a local or speciality publication with whom they have a continuing relation). Clickshare users register just once with their home base, providing credit-card information by phone, fax, mail or secure Internet connection. At no time do credit-card numbers or other personal information traverse the Clickshare system.

Thereafter, a user begins a Clickshare(sm) session as simply as logging in to the online world in the first place. The user must enter a personal ID and password just once during each session. In response, their home Publishing Member provides them a personalized, updated, jumpoff page of useful links, based on the personal topical-interest profile the user provided at initial registration.

As they browse effortlessly to Clickshare-enabled and other sites, users can be confident that the link between their identity and their tracks does not go beyond their home Publisher. Clickshare provides mechanisms to establish charge limits and receive periodic reports of charges.

The Clickshare-enhanced Web Server -- which is browser independent -- is provided to Member Publishers by Newshare

Corp. free under license. Newshare's back-end service network exchanges data with the Internet servers of Clickshare-enabled sites, validating users and tracking all discrete page accesses -- chargeable or free -- across every participating site.

Clickshare tracks content served to users regardless of the location of their "home" Publishing Member. Aggregate micro-charges, settled monthly or more frequently, allocating commissions, royalties and transaction fees, thus form the basis of a system resembling an ATM network.

Clickshare leaves to each Publishing Member the marketing contours of its relationship to its customers. Each Publishing Member is thus free to use its own model for user subscription or per-page rates.

A portion of all fees accumulated by a user for all visited Clickshare-enabled sites is retained by the user's home Publishing Member. This is termed a "referral commission." And Newshare retains a portion for its role in tracking and clearing transactions. At least 50 percent of each transaction goes to the content owner as a royalty.

MORE THAN IP NUMBERS

Beyond the model of payment for access to information, because it tracks known users (rather than Internet Protocol (IP) numbers), Clickshare may also serve as a third-party circulation/viewership auditing mechanism for the advertising and publishing industry, while leaving to users control of release of demographic and other data, and respecting their desires for privacy.

"This transparent and efficient mechanism makes it economically practical to bill information purchases of as little as a dime and possibly less," says Oliver. "Thus Clickshare provides the platform on which the consumer of the 21st century can freely and conveniently access independently owned information worldwide, paying through existing credit structures."

For more news and information, send email to info(at)newshare.com or see: http://www.newshare.com/clickshare/

"Clickshare" and "Newshare" are registered servicemarks of Newshare Corp.

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The Internet is not about Sales Brochures

Clickshare frequently asked questions

NOTE: Portions of this FAQ (written in late 1995 and since then only minimally updated, are significantly out of date. But we hope the information will still be useful.

Q: You call Clickshare a "service," not a network. Why?

A: Clickshare is not a network (implying a physical infrastructure), but rather a network protocol (software) which operates across a physical network employing TCP/IP and HTTP. The Internet is such a network.

Clickshare's protocol provides a suite of services to publishers who adopt it. These include universal, one-ID registration, session-based user validation, user profiling (to support personalization and demographic-data collection) and user-access verification (the latter supporting per-query, per page or per "click" billing).

The Clickshare facility permits owners of proprietary content to offer it via the Internet. Clickshare customers can obtain and pay for it readily; non-Clickshare users will be unable to view the content unless they first enroll and arrange a form of payment.

But as important, Clickshare users are free to use the vast free resources of the Internet seemlessly and even jump back and forth between free and paid resources without difficulty. And Clickshare Publishing Members may provide a mix of chargeable and free content on their web sites -- some of it open to the general Internet user and some open only to Newshare users.

In this sense, Clickshare is not a technology network but a loose affiliation of content providers for billing purposes only. It has been described as a system enabling "billable hypertext links."

Q: Is there anything else out there like Clickshare?

A: Not that we know of. Unlike a relationship with a proprietary network or online service, the Clickshare Publishing Member maintains and controls the primary relationship with the end-user as well as the look and feel of content provided. Clickshare's role is as a back-end authentication and payment facilitator and -- at the Publishing Member's option -- as a context-provider for Newshare-enabled content of other unrelated Publishing Members. This later service will be provided by the Newshare Syndicate.

Q: How much does it cost for a content provider to become a part of the Clickshare service?

A: Regardless of size, there is a one-time membership fee of $1,995 for Clickshare publishing membership. With membership comes a free license to use Clickshare-enhanced server software for user registration. This fee may be paid upon enrollment or it may be debited from the Publishing Member's clearing account as a percentage of ongoing royalty payments. The Publisher Member is also charged a fee of $3 per year, payable quarterly, for each of the first 10,000 end-users who register to use Clickshare through their site (with a declining per-user fee schedule above that level). That fee may also be financed via "clickstream" royalties or commissions otherwise due Publishing Member. This per-user fee is required to finance the scaling-up of technical facilities, which depends on the total number of users in the Clickshare "universe." A Publisher with 100,000 users puts more "load" on the system than one with 100 users.

Q: How does Clickshare Corp. make money on an ongoing basis?

A: The contract between Clickshare and each Publishing Member permits Clickshare to deduct a transaction fee from the value of each unit of "clicked" information handled by the Clickshare service. This fee, like a commission, will equal 20% of the transaction amount.

Q: Exactly how is a consumer user charged for his reading, viewing or listening?

A: Clickshare is WWW-based. A user clicks to the home page of his or her Publishing Member, which might be a newspaper, a trade publisher or an Internet service provider. The user's Home Publisher may "serve" up a generic home page to all its users, or it may construct, on the fly, custom home pages for each individual member.

Publishing Members operate an Internet server equipped with the Clickshare- enhanced, UNIX-based httpd server. The user requesting a page from anywhere in the Internet universe gets it back without intervention. If it is content of another Clickshare Publishing Member, a record of the request is made in background. If the page is priced above specified levels, the user may be prompted before receiving it.

For users who are paying on a flat (subscription) basis, at the end of the month, the user's access is totaled and if the value of "clicks" exceeds the basic monthly fee to the Home Publisher, the user is billed. If it is less, the user pays only a basic fee set by the Publishing Member. The only billing and payment relationship at the consumer level is between the Publishing Member and the user.

The Publishing Member draws from or pays into a clearing account at the Clickshare corporate/technical level equal to the sum of the Publishing Member's user-member clicks -- offset against any original content that the Publishing Member has "served" to the global Clickshare system. This could be a net positive or negative number for the Publishing Member, depending how active a supplier of content the Publishing Member is. If it is positive, the Publishing Member doesn't have to charge its users a very high monthly fee to make money. If it is negative, the Publishing Member may need to raise the subscription fees.

Q:You have said that the Clickshare-enhanced server software is free under license. What is the $1,995 charge for?

A: The $1,995 is the current one-time fee for a content provider to access the Clickshare micro-transaction settlement service as a new Publishing Member. The fee opens access to the Clickshare system for all of the publisher's home-base users who have registered as Clickshare users. They do this with their home-base publisher.

The $1,995 one-time license fee does not have to be paid in a lump sum. It may be paid through a withholding of a percentage of royalty payments to the Publishing Member for "clicks" to its charged content. In this way, the Publishing Member pays nothing for the service until it begins to produce revenue.

The $1,995 fee is uniform for all sizes of Publishing Member. Those with broader, more popular content will benefit more than those with narrow, limited-interest content. Because Clickshare's form of compensation is a transaction fee which is a percentage of "click fees," Clickshare ultimately makes money when content providers sell content. That creates an incentive for Clickshare Corp. to help its members to sell content. It is a classic broker relationship.

Q: Are there any other fees?

A: Yes. Publishing Members are assessed an annual fee of $3 per user enabled. This fee is payable at the end of each quarter and is based upon the number of enabled users at the end of the period. This fee equitably spreads the technology costs of processing transactions between large publishers and small publishers.

Q: How do publishers provide content via Clickshare Corp.?

It is a misconception to think of the Publishing Member as providing content to Clickshare. We expect our Publishing Members to maintain their own content on their own Internet server (or one they purchase space on). Clickshare Corp. does two things:

· Through the Clickshare server software, we enable the content provider to track and receive royalties from users who click on content pages; and, · At the Publishing Member's option, we will provide links to the Publishing Member's content via the Newshare Syndicate service, run by Newshare Corp, parent corporation to Clickshare.

The Publishing Member retains original copyright to its own original material. The Publishing Member also grants a limited license to Newshare to create links to that content and a license to other Clickshare Publishing Members to reference and broker the sale of that content to their members at a price set by the originating Publishing Member. Clickshare makes money only when the Publishing Member sells content. In this fashion, Clickshare preserves the independence of publishers, shoulders a share of the financial risks, yet establishes a framework for sharing of information and users among publishers.

Q: What amount will the per-access User fees be, and how much will the originating publisher get?

The Clickshare service will at the outset permit 16 different pricing levels, but provides the technical capacity for thousands of pricing levels. We expect that these will range from as little as a few pennies per page for low-value-added, "commodity" to several dollars per page for exclusive, time-sensitive material. Our strategy is to keep page costs very low and broker information for which this is an appropriate price. Clickshare is capable of completing transactions for the purchase of software applets (Java programs for instance) and off-line products, as well.

Q: Do users get to approve each information purchase?

A: The Clickshare concept is for users to access content without having to decide before each "click" whether they can afford it. The Publishing Member sets the price of a page being served. The Publishing Member has complete flexibility in its agreement with users to set a price above which there will be an "approval screen" displayed before information is purchased. We anticipate that most users will commonly agree to be served information without per-item approval if the price is in the range of one dollaror less. There is little market research on this topic as it has never been feasible to sell information "by the click" at such a low fee.

Q: Do Publishing Members have the right to download and publish Clickshare-enabled materials?

A: Absolutely no. Not if you mean "publish" in the conventional sense of the printed page. Clickshare's service is not intended to handle royalty settlement for conventional print publishing. It is intended to automate the systematic use of copyrighted material on a one-time, non-commercial basis by individuals. For example, if a newspaper wishes to print a piece of Clickshare-enabled content, it must obtain copyright in a conventional fashion from the original owner. We might facilitate this process manually as a service

and we intend to be compatible with variety of "ecash" payment systems which could be used to pay for print publication rights.

Q: Then what does Clickshare charge for?

A: The Clickshare service will charge the clearing account of a Publishing Member whose consumer user "clicks to" World Wide Web-accessible content. The charge is determined by the copyright-owner of the content used and is for one-time, personal use.

Q: How is the user "billed" for the reading or other use of Clickshare-enabled materials?

Records of these accesses and charges will be provided by the Clickshare service to the Publishing Member's server machine on a periodic basis, possibly as often as daily. The Publishing Member may take this data and feed it to whatever billing engine it wishes to use to bill its own members. However, we expect to recommend approved vendors for this service and we may ourselves offer a billing facility.

In keeping with our strategic goal of maintaining minimal proprietary roadblocks to the Clickshare service and inviting value-added services from other vendors, we are not specifying a billing facility. We will provide the date required to perform billing and will perform billing as an optional service upon request.

Q: What is the difference between Clickshare and Newshare?

Newshare is an editorial system for exchanging local- and topic-specific news among licensed Publishing Members and their affiliated users. Clickshare is a technology which makes concepts such as Newshare economically feasible on a broad scale. Clickshare can be used for exhange of any information (not just news) which can be formatted for acquisition "by the click" via the World Wide Web.

Newshare Corp. intends to award geographic-specific or topic-specific exclusivity to Publishing Members in exchange for their use of the Newshare name in their service. Such publishers must follow Newshare's Customer Service Objectives (CSO) and the exclusivity agreement is renewed after a specified period.

Use of the Clickshare service, which, much like any other form of common carriage, is open to any content producer willing to purchase a license to use it.

Q: Will Publishing Members who join the Clickshare service have to also rename their digital publications to include the Clickshare brand in the title?

A: No, unless they wish to be designated as a Newshare lead topic- or geographic-specific partner. We believe that information consumers rely upon a recognizable brand to assure them of ease-of-use, quality and accuracy. The phrase "newshare" conveys more precisely than any existing word the concept our service enables. Since the objective is to attract the most number of users to Clickshare-enabled content as opposed to some other service's content, a long history of consumer marketing in the free world suggests they way to do this is with a recognizable brand. That is Newshare, a registered servicemark of Newshare Corp. However, many publishers may prefer to maintain their own brand's identity and will therefore use only the Clickshare technology.

Q: Will Publishing Members be under any obligation to link their consumer users to the content of the Newshare Syndicate or other Publishing Members?

A: Not at all. However, a publisher who wishes to obtain additional revenue at no incremental cost would

be well advised to "send" its users to Newshare and fellow Publishing Members for content it does not provide locally or topically. Then when its users "click" on fellow member content, they (the originating Publishing Member) receive a referral fee for enabling that "click."

Q: So the only content benefit to publishers is having access to material to use, which may or may not meet their needs or standards?

A: The aim of Newshare is not primarily to provide content for traditional publishing; it is to provide a reliable, one-stop resource (and more particularly a one bill resource) for consumers to find and obtain topic- and geographic-specific, time-sensitive information via the Internet. Clickshare and its Publishing Members enable this process, and are financially rewarded as a result, through royalties on their own works and commissions for the sale to their users of other publishers' works.

Q: Will you guarantee the accuracy of reports?

A: We cannot guarantee the accuracy of the copyrighted content of Clickshare Publishing Members any more than a newspaper can guarantee the accuracy of the work of all of its news staff. Newshare Publishing Members will be contractually obligated to meet a set of Customer Service Objectives, which will include measurements of accuracy of their content. Publishing Members who do not meet these objective standards will not received extended contracts in Newshare membership, although they will continue to be permitted to use the Clickshare technical service.

Q: Who is among Clickhare's Publishing Members?

A: See the Clickshare press releases (index) for the latest information on this.

Q: I have heard that the major online services -- America Online and Prodigy in particular -- have adopted the practice of storing Web pages of Internet publishers within their own "firewalls" and then serving their millions of users by accessing those "copies" of the real pages. What is the copyright status of this practice?

A: Prodigy and America Online "cache" popular Internet website pages on their own servers to provide better speed and reliability to its members. Some legal experts argue that making a digital copy of a document from the Internet, then providing it to hundreds of other users without notifying the originator violates copyright law. But this theory has not been tested in court yet.

Q: Will widespread "caching" of web pages interfer with the operation of the Clickshare service?

A: Yes and no. Absent secondary technology or service arrangements with the major services, it would make it impossible to track every click to copyrighted content. But the contract governing admission to the Clickshare service should take care of this problem administratively.

Here's how: For Prodigy or AOL to access a chargeable Clickshare-enabled page in the first place, they will have to be at minimum a technical member of Clickshare. We are in discussion on these subjects with the online services. And the contractual agreement we expect they will sign with Clickshare Corp. will be worded to make grabbing pages for caching a violation of the one-time, personal-use-only agreement -- unless the service also proxies the compensation structure as well.

The online service will employ a Clickshare-like structure to track access by its own users to pages cached from the Clickshare service and will provide to Clickshare individual records of each access for billing. In

fact, the online services already have sophisticated systems for tracking the activities of individual users within their closed "universes."

Q: How many "clicks" equals one piece of content. Are all pieces of content valued equally for this purpose?

A: "Click" is shorthand for a Universal Resource Locator (URL) request in HTTP format. Most Clickshare users access information by the "click" of a mouse. One click of the mouse is one page of HTTP material. This turns out to be a highly flexible way of charging for information, both from the user and publisher perspective. Using Clickshare, the publisher can supply text, graphics, sound or software in response to a user's URL request. And the publisher can apply free-market principles in determining how much information to supply in response to a click and what it should cost.

The Clickshare user makes informed judgements about which information to "click" on based upon its value in terms of price, length or format. When the price is right, the user makes a purchase.

Early application of the Clickshare service will establish a "market" for the value of typical information sought. We expect that most publishers will offer to supply many resources for prices in the range of 10- to 25-cents and that users will "click" on such content without specific approval required for each purchase. On the otherhand, the Clickshare service will mandate user approval for purchases at higher rates. But the thresholds will be determined by the users and publishers when service is established and can be more or less infinitely customized.

Our expectation is that this will create a self-regulating mechanism for content providers to regulate pricing by the size of the page served; and for users to make content-purchase decisions on the same basis. If they find a content provider serves up minimal pages for 25 cents a pop, they won't click back again.

Q: What about charging different prices to different users and for different types of information?

A: No problem. Embedded in the Clickshare service is the ability to delineate "page classes" which have different retail values. This permits a Publishing Member, for example, to have "tiers" of service. One tier might be free content open to the public. The next "tier" might be content open at no charge solely to Clickshare enabled users. Another "tier" might be open to the Publisher Member's own local users for a monthly flat subscription fee -- and charged "by the click" to remote Clickshare users. And a final tier might be charged to all users, but at a different price depending whether the user is local or remote. Since the Clickshare server can identify the "class" of an incoming user, it can price-differentiate its service to that user.

Q: A number of companies are proposing to establish "e-cash" systems which charge Internet purchases to credit cards. What sets Clickshare apart -- and how can Clickshare be more economical than a credit-card transaction?

A: Clickshare is intended to work underneath and in collaboration with ecash and credit-card implementations. It is a compatible technology which is not hooked to any specific e-cash implementation; it can work with all of them.

As a consumer, you may not realize that each time you use your credit card, the business selling you a good or service is usually paying at least 25 cents plus 2% of your purchase for the privilege of getting paid by the credit-card issuer. While that is a trival piece of major transactions, it renders small exchanges prohibitively expensive. One reason for the 25-cent base fee is that credit-card authorizations must usually

travel across conventional telephone circuits, resulting in unavoidably high cost.

Clickshare, on the other hand, operates across the Internet, where the cost of carriage of information is not presently charged "a la carte." as with the phone system. The Internet's TCP/IP protocol is very efficient at moving tiny parcels of digital information compared with traditional telephone lines. Taking advantage of this, Clickshare is designed to bundle dozens or even hundreds of individual information purchases during a monthly span and then obtain the oneline consumer's approval to charge them in bulk via a credit-card network once per month. Only then does the credit-card transaction have to go out on the traditional phone network. This results in a single credit-card transaction fee of 25 cents spread among many individual transactions and hence a highly efficient method of charging for information access.

Clickshare will charge a 20% transaction fee to the buyers of information. This fee will actually be charged to an intermediary -- the Clickshare user's home Publishing Member -- who will apply it to the user's account.

With credit-card processors typically charging 25 cents per transaction and 1.5- 2% of the total charge, you can see that Clickshare at the outset will always be cheaper than a direct credit-card charge for purchases of around $2.00 or less. We anticipate the Clickshare service will be able to aggregate and clear transactions to the credit-card networks efficiently enough to be able to lower the 20% charge for higher-amount transactions.

Q: You seem to be positioning Clickshare as the "pay per click" service. But don't consumers have an aversion to paying for things on a nickel-and-dime basis?

A: While Clickshare does enable payment "by the click," we anticipate that most publishers will still elect to provide their home-base users with a suite of information on a monthly subscription or "bulk" basis. However, any universal system of digital information exchange will have to value information "by the click" and provide for background settlement among publishers "by the click" if it is to function in a practical sense.

In most other media -- the telephone and cable networks come immediately to mind -- there are a variety of charging mechanisms and marketing strategies. But information is not like a sack of flour, a commodity where each grain is identical to the next. So it is not logical to think that it will be sold that way so long as there is another way to sell it.

In addition, whether consumers will resist paying for information when its value is measured in pennies rather than dimes or quarters is not yet documented, since prior to Clickshare and the Internet there was no economical way to sell information in that price range on a point-to-point, rather than broadcast, basis.

Finally, it is very well documented that specialized consumers will happily "pay per query" for some types of information. Examples include some types of business and professional information, exclusive and analytical reports and information in some way personalized to the consumer's interests.

Q: How would a publisher use Clickshare and not charge its subscribers "by the click"?

A: Clickshare works in background to "transport" information about the value of a page access between the publisher (who gets a royalty), the referring Home Publisher of the user (who gets a referral commission, sort of like being paid for creating a link). Whether the user's Home Publisher bills that user per-click is another story. What has to happen for the system to function is that the content-originator gets a royalty-by-the-click and the referring publisher gets a commission-by-the-click.

A newspaper Publisher might decide that its Clickshare-enabled users can get all-the-can-eat surfing of Clickshare resources costing less than 50 cents per click for a flat fee of $15 a month on top of their basic $4.95 charge. Then the publisher would do a calculus to make sure that on average the extra $15 would cover the typical surfing charges. Maybe they would figure they would be paying out royalties and our transaction fees adding up to an average of $13 a month, so they pocket $2 per user.

In this scenario, the user has purchased "bulk access" to Clickshare resources, so should be free of that sense of paying "by the click."

This is the way we use telephone service, in some respects. Some telcos offer "metered" local service, but give you a preset amount of "message units" per month which you "use or lose." Clickshare could operate the same way. Our point is that these are marketing considerations for a local- or topic-specific Publishing Member, not for Clickshare Corp. Our entire strategy is based upon empowering the publisher to control the user relationship.

Q: It is unclear to me after reading your web site's materials whether one must log in (enter password) for each web site visited.

A: No. And that is one of the key consumer-friendly features of Clickshare. The service allows you to maintain one registration that provides access to any publisher in the "Clickshare universe" of publishers. You log in once, at your Home Publisher (the place you choose to have your credit relationship), who authenticates you. This begins a "session". From that point, for some determined time, you can get information from any other Clickshare-enabled site (and you're never prevented from getting information from a non-enabled site) without having to re-authenticate at every "front door".

Q: When a publisher's own user requests a page of information from that Publishing Member's local Clickshare-enabled server, are either the user or the publisher charged by Clickshare?

A: This is not a quick answer.

First, there are three types of content available on a Clickshare-enabled server:

- Content not being tracked by the Clickshare service. We don't care how or if you are selling this.
- Content being tracked by the Clickshare service but for which no "per-query" amount is being charged. We call this Page Class Level 0 for no charge. If we are tracking it, we will charge 1 cent per access (Because we have to have funds to support and make money on our back end which is handling all the validation and clearance). It doesn't matter whether the Clickshare-enabled user is remote or local.
- Content being track by the Clickshare service for which a "per-query" amount IS being charged. We get 20%, period.

If you don't want to pay 20% to sell your own content to your own users, you can do one of two things:

- Sell it "all you can eat" (by subscription) so that all you are charged by us is one cent per access.
- Run it outside the Clickshare system for your local users and run it inside the Clickshare system for remote users. In this way, you will get no information (at least from Clickshare) about what your own users are looking at, and your own users will not be able to access content at other sites, potentially giving you a 35% referral commission each time they do.

Q: In a sense, isn't the Internet today like the U.S. telephone system just after the turn of the century?

A: Yes. Think of the Internet protocol -- the language computers speak across the Internet -- as a common transfer mechanism for data much as copper wires were a common transfer mechanism for voice in 1911. Everyone knew how to string to wires and make a phone connection after Alexander Graham Bell. But then how did you link together all those wires in a seamless grid such as we have today? And especially, how did you bill for all those calls that went from local telco to local telco to local "telco"?

In that era the answer was that the small companies first affiliated with the Bell System as franchisees and eventually were bought up and combined into AT&T. AT&T then developed a billing "standard" which by the 1960s made obsolete the need to have operators take billing information for a long-distance call. Ultimately AT&T was broken up, but the billing "standards" remain among AT&T, Sprint, MCI and the Baby Bells. Thus you can direct-dial a call across many networks and have the charges show up on one bill at the end of the month.

So Internet protocol for transferring information is like the copper wires. But like the early days of the phone system, no one has adopted, or even proposed prior to Clickshare, a billing standard for the transfer of information on the Internet measured other than by time or by bulk subscription. We believe Clickshare may emerge as such a standard.

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This is the mirror of a page (http://www.clickshare.com/pubpack/clickfaq.html) last updated 3 September 1996

Clickshare Technical FAQ

We see these explanations of how Clickshare operates, recently written by David M. Oliver, Managing Director-Technology: < dave@clickshare.com>, as the starting point for a more complete FAQ. (The existing Clickshare FAQ on general topics needs an overhaul and updating!)

Terminology

- **service provider:** a Web Site operator who either vends information or entertainment content, or maintains a financial relationship with users, or both.
- **billing entity:** the Clickshare Service Provider that maintains the billing relationship with the user
- **home site:** same
- **publisher:** a Clickshare Service Provider who vends information or entertainment content
- **home publisher:** same; but additionally acts as billing entity for some users
  (Note that Clickshare allows all possible combinations for vending content and managing users)

- **Clickshare Web Server:** the HTTP server process(es) running on equipment owned or operated by a billing entity or publisher
- **Clickshare Authentication Service:** a user authentication service provided to Clickshare Web Servers via a set of Clickshare Authentication Server machines operated by Clickshare Corporation.
- **Clickshare Logging Service:** a transaction logging service provided to Clickshare Web Servers via a set of Clickshare Logging Server machines operated by Clickshare Corporation.

Q: What kind of connection is used between merchants (publishers) and Clickshare (e.g. requesting/ authenticating a token)?

A: The Clickshare Web Server at each Clickshare Service Provider (publisher or billing entity) maintains a persistant connection to the Clickshare Authentication Service. Billing entities request authentication tokens for their valid users; publishers ask that these be validated.

The protocol running over this connection is our own design, as lightweight as possible. The protocol is datagram-based, with reliable-delivery provisions built-in.

The "Clickshare Authentication Service" consists of a set of machines, operated by Clickshare Corp, that offer Clickshare Authentication. If a Web Server's connection to one such server is broken due to server error, bad network, etc, it is possible to reconnect to another authentication server on the fly.

Q: Is this connection always open or must it be re-established everytime?

A: The connection is initiated when the Web Server starts up. It is always open, re-established only after failure (of either end).

Q: How many of these connections per second can a typical server handle?

We need to re-phrase this, given the above, into **two questions:**

1. How many requests (acquire, validate, invalidate...) can one Clickshare Authentication Server handle per

second?

A: This depends very much on the quantity of "iron" one throws at the problem. Our early experience suggests that one small machine (Intel Pentium, say) can handle about 25 requests per second - or about 1M requests in a (12 hour) day. We have noted that this volume scales well with changes in processor performance probably to the point where throughput is limited by the network interface (ability of the network to deliver packets to the machine's network adaptor, and the ability of that adaptor to deliver packet's to the process).

Please recall that Clickshare's "token validation" bears NO resemblence to the "credit card verification" process (where, for each request, a separate call is opened and closed).

The Clickshare Authentication Service can be thought of as an "authentication proxy". The billing entity's Web Server tells Clickshare:

"This is a valid user. Register this user for a new session, and validate all the user's requests for me (within the confines of service parameters and so forth that we both agree on)".

All other Web Servers then request authentication information from Clickshare, which can perform this service at very high speed.

2. How many Web Servers can a Clickshare Authentication Server handle at once?

A: Given the numbers above, the volume of requests to be processed is more important than the number of servers handled. It might be that 5 high-volume web servers (+250,000 requests per day) might be served by a single Clickshare Authentication Server, or that 25 medium volume servers (50,000 requests/day) are serviced.

Each server of the Clickshare Service is designed to handle a scalable number of Web Server "clients". Clickshare Corp advises the operators of these Web Servers which authentication servers it can connect to. The "load" is balanced by authorizing a mixture of sites for each authentication server. (wouldn't an automatic load-balancing technique be nice?! coming soon...).

Requests are handled on a first-come, first-served basis. No priority is given to large sites (for example), even though a large site may consume 25% of an authentication server's service bandwidth.

Q: Can the token authentication be handled by some distributed processing network or must it be centralized? Are there any concerns for bottlenecks during peak times?

A: As explained above, the Clickshare Authentication Service is very distributed (offered by a set of machines, not a single machine). The Service can be scaled by adding more authentication server machines, by making each machine more powerful, and by judicious placement of the servers around the internet (to limit the number of hops between Web Server and Authentication Server). Each Web Server has a set of machines that it can contact for service.

It is certainly true that the Clickshare Service "imposes" a third party into the transaction scheme. And, of course, when thinking from a "vulnerability" viewpoint, adding anything between the two parties of a transaction creates weak points (if, say, the mid-point goes down). However, the weakness is also the strength - imposing a neutral third party on the process provides for third-party verification. We think this is crucial for widely adopted transaction services. Its an engineering problem to design the service in such

as way that it is tolerant of many kinds of failure. (That's been our goal from the start).

Q: What kind of security is used to prevent unauthorized use of tokens? (no encryption?)

A: We have always felt that the need for security must be balanced with the risk of exposure. There are two ways to minimize that risk: technical and financial.

Tokens in the Clickshare Service have limited value - limited in time, and limited in dollar value (in that everyone we're currently in discussion with wants begin by using the Service for small-value transactions ($.10 -> $1.00), as we had planned). The contents of the token are not readable by any of the Web Servers (who deal with the token as an opaque string in all cases). Therefore, private key encryption can be used for the token (since only the Authentication Server that issued the token has to read its contents). Second, several parameters are built into the service that can act as a "throttle" on the amount of use a token gets. This prevents a thief from rapidly acquiring volumes of chargable material (say, using a specially designed "agent" program). Thirdly, each token is anchored to one IP address, and valid for only one session. Thus, theft of a token also requires IP spoofiing by the host as well.

That's the current technical setup. In the immediate future, we see several schemes for providing a high-security service that could comfortably scale to higher dollar values per transaction. These depend on widely available browser features which are not yet available, though they are being "standardized" (by the browser vendors, through the Internet's IETF). We think it is important to remain "browser independent" even if that appears to limit our available options.

Note however, that there is a quantitative difference between low value transactions and high value ones: in the latter, the user expects to "pre-approve" each one. For low value fare, it's probable that the user will not want to be interrupted for every information request, but rather might want to be advised at the end of a session. The Clickshare Service is designed to be a minimally intrusive service, fast-acting and out of the user's view. Thus, it lends itself to the high-volume, low-value arena of purchasing information rather than "objects".

The other aspect of security is bearing the financial risk. If the user or the web server operator were to bear all the financial risk for purchasing information, then the Clickshare Service would have to be very close to "perfectly secure" (impossible actually) to be accepted. In fact, Clickshare does bear some of the financial responsibility, and needs to build into its service fee structure a buffer for dealing with fraudulent transactions.

Q: Who would handle customer complaints? (home publisher?)

A: The experience at First Virtual Holdings is that they get every kind of customer service call possible - even though they are responsible for a very tiny part of their customer's Internet use. Therefore a question like this is hard to answer authoritatively.

We feel customer service complaints are likely to be handled most often by the billing entity. That's one reason why we profit-share with the "home publishers". However, I think that users will quickly recognize repeated failures on the part of specific publishers, and directly interact with them. Further, I think large numbers of complaints against a publisher will result in action by the home-site operators themselves (in this regard it is very similar to the credit card model, I think).

Clickshare will be involved as a record-keeper, I think - verifying records of transactions.

Q: What share of total costs (averaged over all transactions) would arise from customer service?

A: That's a question I can not answer from experience - I can not point you to any deep experience here at Clickshare, or with any other service except First Virtual (who published a paper on this topic!). Of course, FV is not a micro-transaction service.

Our financial model shares a portion of the service fee with the billing entity that actually manages the customer relationship. Thus, we recognize the customer service challenge implicit in managing that relationship.

Q: What share of total costs would arise from server processing and storage both publishers and Clickshare?

A: Clickshare Corporation's largest cost is likely to be the authentication and logging servers themselves, especially if we generate the high volume of transactions we hope to generate. We will probably require premium "real estate" on the network, which adds to the cost.

The costs for publishers and service providers will very widely depending on how the Clickshare model is adopted. If publishers themselves wish to acquire and manage bases of users (so that they can provided such users with personalized services), then publishers will have to bear the expense of serving that user base (see above). However, if banks, credit companies, and/or telcos become the organizations that service users, then publishers will have near-zero user service costs (that is, belonging to the Clickshare universe will have minimal operational cost impact). In this latter model, billing entities will bear the cost of maintaining the customer relationship (but, on the other hand, get to have the financial an service advantage of that relationship as well).

Early on, we viewed the world as "publisher-centric" (owning both content and users). Now, we see a recognition that customer service is a challenge most publishers are not used to. Over time, we think that the traditional billing companies will provide some advantages, while the publishers themselves provide others. The Clickshare Service itself is not biased toward a certain outcome.

Q:What increased bandwidth for the merchant might be required to handle transactions? What share of total costs would arise from communications (bandwidth) both for the publishers and Clickshare?

A: Sadly, we are not able to provide anything but a heuristic answer to this at this time: Our service is as low bandwidth as is possible with today's IP technology. In the model where service providers and publishers are distinct, publishers will see very limited bandwidth decay due to our service alone. The service providers, who are likely to be providing a set of auxiliary Clickshare services to users (daily expense reports, balances, transaction history, etc) will see more decay certainly.

But, overall there are fewer than 1000 bytes per request - actually fewer than 500. So, if one can (dare!) assume that the average URL request results in 8192 bytes sent to the client (which itself generates a lot of connection setup/tear down bandwidth), then our service adds 6% (including both authentication and logging in this value).

Actually, we think bandwidth is not the concern. We think LATENCY is the concern. We have designed a system that is low-latency so that the consumer sees no "interference" in acquiring information. Recall that there is NO bandwidth increase at all between client (browser) and Web Server, where the connection speed is typically poorest.

Q: What fraud/ error rate to you anticipate using Clickshare?

A: Again, very difficult to determine beause no one has any experience with "systematic fraud" (which, in my mind is the danger here). The large credit card companies use about 12-18 basis points to cover fraudulent charges (this compared to 300 basis points as the number of users from whom they generate zero income due to the party paying his/her bill on time!).

Techical inquiries to David M. Oliver, Managing Director-Technology: < dave@clickshare.com>

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This is the mirror of a page (http://www.clickshare.com/pubpack/techfaq.html) last updated 4 September 1996

To: Multiple recipients of list TPR-NE

Subject: Newshare Corp. letter on "indecent" language (fwd) From: Craig A. Johnson Date: Sat, 9 Dec 1995 01:17:06 +0

How the Web Was Won

Subject: Newshare Corp. letter on "indecent" language (fwd)
From: Craig A. Johnson
Date: Sat, 9 Dec 1995 01:17:06 +0000

Please read with care the following letter to White's office by William Densmore, Jr., President of Newshare, a provider of a transaction settlement and audience- measurement system for publishers.

This is a powerful letter by a company in the forefront of online service issues, and contains the type of reasoned argumentation that lawmakers and their staffs need exposure to.

Gingrich, moderates, and liberal Democrats alike have all been sandbagged by the Christian Coalition and its puppets. The leadership thought they had the conference votes to pass White (which was not a "compromise" anyway, as widely reported, but contained criminal sanctions which had no place in the bill.)

White's flirtation with the devil on online censorship demonstrates the perils of taking the middle ground on such a polarized issue. One finds out that there is no ground beneath her/him.

Currently, negotiations are proceeding to make the definition of "indecency" more palatable, but the feeling here is that the censorship dragon will not now be easily slain.

Mr. Densmore has asked this his letter be freely distributed.

Craig A. Johnson
Transnational Data Reporting Service, Inc.
Washington, D.C.

~~~~ caj@tdrs.com~~~~~

==========

December 7, 1995

Mr. John Kelly
Legislative Director
U.S. REP. RICK WHITE
116 House Canon Office Building
Washington DC 20515

via fax: 202-225-3524

Dear Mr. Kelly:

Thank-you for describing to us the status of discussion over how to effectively respond to public interest over the need to protect from the potential for viewing so-called offensive material via the Internet. We appreciate your congressman's efforts to find a balance between this legitimate concern and the preservation of First-Amendment values so critical to democracy and a free exchange of ideas.
~~~~

Newshare Corp. and its Clickshare Corp. affiliate have developed the first functioning system for enabling the emergence of a free-market for digital information. We do this via the transfer of micro-transaction settlement and audience-measurement data among multiple, independent publishers. A central tenant of our open-standards system structure is that publishers have the right to determine content, pricing and user relationships just as occurs in the conventional venues of market capitalism.

Based on what we have read, we are gravely concerned about the interim status of the "indecency" language in the telcom reform bill following Wednesday's vote in the House conference committee to adopt to Goodlatte second amendment on a 17-16 vote.

The application of an un-defined standard of "indecent" to the full spectrum of information presently traversing the Internet would render the Clickshare model of distributed publisher- and user-centric control legally untenable for a service provider such as Clickshare.

Mr. John Kelly
December 7, 1995
Page 2

Clickshare is not an online service. We do not "connect" people to the Internet. Neither do we intend to originate content. But much like a bank ATM network or the Visa settlement system, we make connections and transactions possible. We fear the language as adopted Wednesday and pending in the Senate would pose vexing questions about our legal liability for questionable content "enabled" across our system. It might render the burdens of such liability too costly for us or any other public-network, information-exchange technology to absorb.

As a matter of principle, we think the marketplace is the appropriate vehicle for regulating publishing content, whether in print, over the public airwaves or in one-to-one communication across the Internet. And so we do not support any efforts by Congress to legislate in this area.

If the Internet is going to survive in any form, its pioneers must at the very least be faced with clear, constitutionally-appropriate strictures and sanctions, the risks of which can be quantified and appropriately managed. "Indecent" is no such animal and its enactment into law as a vague standard will impeded and cloud for months if not years growth of the "information superhighway" while it is litigated. Meanwhile, worldwide operators outside the legal jurisdiction of the U.S. Code will operate unfettered and U.S.-venued organizations will have to consider establishing offshore operations, with the resulting disinvestment and job transfer.

To the extent it is a real problem (and we believe the amount of such material is minuscule in comparison to the whole body of Internet content) the presence of pornography or material believed "harmful to minors" can readily be addressed through a variety of "filtering" and "rating" programs which are already on the market.

At Newshare Corp., we designed our Clickshare service

concept from the start (beginning more than 14 months ago) with a provision for "parental control." While I have provided you with a copy of our statement on this, let me summarize briefly the implementation:

The Clickshare transaction settlement and audience-measurement system provides the capability for a user's information preferences (including views on parent control) to be carried universally across the Internet in real time each time that user requests information from a Clickshare-affiliated remote publisher. The legal terms of our service agreement with publishers require the vending publisher to technically and practically respect this request to "not send"

in response information which the vending publisher has identified as unsuitable for minors. The software we provide to publshers performs this technical "filter" automatically, but still leaves it up to the local publisher to define what content will be subject to the filter.

Should a site vend objectionable material despite what is in effect a warning from the user: "I don't want to see it," the user has a cause of action against the vending publisher. If the user happens to be a child, the publisher could, under the present draft of the telcom reform bill, be subject to fines and penalties. We think the publishers who willfully ignore the warning from a user will find their service under seige from more powerful economic forces than the government.

Please continue to resist just one more effort to have the government legislate morality. The best censor is a loving and attentive parent, not Big Brother and the best arbiter of taste, for better or worse, is the market.

Best regards,

Bill Densmore
President

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+
| Bill Densmore -- President NEWSHARE CORPORATION
| | One Bank St., P.O. Box 367
densmore@newshare.com | | Williamstown MA 01267
voice: (413) 458-8001 | | "The Internet's first news brokerage"
http://www.newshare.com |
+--

From listmanager@Newshare.COM Mon Oct 9 13:11:07 1995
Received: from newshare.newshare.com (root@newshare.newshare.com [204.97.12.47]) by cn
Received: from rmc1.crocker.com (newshare@rmc1.crocker.com [204.97.12.50]) by newshare
Received: (from newshare@localhost) by rmc1.crocker.com (8.6.12/8.6.10) id LAA16268; M

To: Clickshare-UPDATE

Subject: CLIPPINGS: Clickshare(SM) seen as "appealing proposal" From: "Newshare Corp." Date: Mon, 9 Oct 1995 1

How the Web Was Won

Subject: CLIPPINGS: Clickshare(SM) seen as "appealing proposal"
From: "Newshare Corp."
Date: Mon, 9 Oct 1995 11:18:44 -0400 (EDT)

Message-ID:
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Status: RO
X-Status:

Among recent articles about the Clickshare(sm) Publishing System are two which do a particularly good job of describing our vision and service. Both are excerpted below, with URLs to the full texts.

Also, please use this URL after Thursday, Oct. 12 to test the personalization features of our operating Clickshare(sm) alpha:

http://www.newshare.com/tryit.html

-- Bill Densmore
President
Newshare Corp.
densmore@newshare.com
(413) 458-8001

THIS EXCERPT from Keith Dawson's twice weekly column: "Tasty Bits from the Technology Front" is provided FYI. The full text may be found at:

http://www.atria.com/~dawson/tbtf/archive/current-issue.html

-- Bill Densmore
Newshare Corp.
densmore@newshare.com

TBTF FOR 10/9/95: CLICKSHARE; WHAT INTERACTIVE TV IS COMING TO

By Keith Dawson (dawson@world.std.com)
Mon, 9 Oct 1995 05:24:22 -0400

"Here is an appealing proposal, called Clickshare, from Newshare Corp. of Williamstown, MA (which bills itself as "The Internet's first news brokerage" -- though it seems to me that Clickshare's potential applications extend well beyond news gathering and distribution). I first read about it in Online Business Today. Clickshare addresses a number of the outstanding obstacles to online commerce.

"For a quick summary of Clickshare's main features, I recommend the annotated illustration at .

=-=-=-

EXCERPTED FROM:
WebWeek, Vol. 1, Issue 6, Oct. 1995. Mecklermedia Corp. All rights reserved.

FULL TEXT AT:
http://www.mecklerweb.com/mags/ww/news/oct-95/products/1-6newshare.html

HEADLINE:
Newshare Enters Pay-As-You-Click Market
By Jeremy Carl

"Williamstown, MA-based Newshare has begun alpha-testing its new Clickshare pay-per-click system, which is scheduled to debut as a full-fledged service in early 1996.

"The system, which will enable content providers to charge a fee for user accesses to certain Web documents, will run off a content provider's Internet server and require no special software for consumer users. Each Clickshare user will be allocated an anonymous but unique ID number, allowing sites using Clickshare to track their users demographically. However, users can choose not to reveal their specific identification to advertisers."

-- END WEB WEEK EXCERPT --

From listmanager@Newshare.COM Mon Oct 23 17:03:07 1995
Received: from newshare.newshare.com (root@newshare.newshare.com [204.97.12.47]) by cn
Received: from rmc1.crocker.com (newshare@rmc1.crocker.com [204.97.12.50]) by newshare
Received: (from newshare@localhost) by rmc1.crocker.com (8.6.12/8.6.10) id PAA07285; M

To: Newshare-UPDATE

Subject: NEWS: Clickshare(sm) alpha up; "test drives" available From: "Newshare Corp." Date: Mon, 23 Oct 1995 15:(

How the Web Was Won

Subject: NEWS: Clickshare(sm) alpha up; "test drives" available
From: "Newshare Corp."
Date: Mon, 23 Oct 1995 15:06:03 -0400 (EDT)

Message-ID:
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Status: RO
X-Status:

CLICKSHARE UNIVERSAL-ID, PROFILING AND MICRO-TRANSACTION
SYSTEM ENTERS ALPHA; PERSONALIZED "TEST DRIVES" BEGIN

WILLIAMSTOWN, Mass., Oct. 23 -- Newshare Corp. begins shipping to selected publishers this week the alpha version of its breakthrough Clickshare(SM) system to track and settle Internet-wide micro-transactions.

"Clickshare removes one of the biggest barriers to the evolution of the Internet by giving users universal-ID access to a free market for digital information," said Bill Densmore, Newshare president and cofounder. "Yet the information -- and the user relationship -- remain physically controlled by the publisher."

Clickshare's personal Newshare(sm) topic-profiling and custom-linking facilities are open for public use at . Transaction-handling capabilities, and an initial base of Publishing Members, will be launched in early 1996.

"At that point, publishers will be able to sell each others' information for as little as a dime per click, exchanging royalties and commissions seamlessly," added Densmore. "Internet Service Providers will be able to act as on ramps into this content universe as well."

Clickshare requires no special software for consumers beyond their Web browser and costs a publisher as little as $795 to join. Publishers can sell information by subscription or per-query to their own users, and set all pricing. Newshare is now soliciting a broader group of "beta" publishers.

"Publishers thinking toward the next century want to maintain a close relationship with their users," says David M. Oliver, Newshare's managing director-technology and principal Clickshare author. "And this implies registering them, profiling their interests and preferences, authenticating and verifying their use of resources, and billing them for charged items. Clickshare does this for publishers and for users in background, not in-your-face."

WHAT IS CLICKSHARE(sm)?

Clickshare is a complete, distributed, user-management system which provides the only true third-party validation of web usage. It differentiates "eyeballs" rather than just

counting them. It protects personal privacy and the publisher/subscriber relationship.

Clickshare(SM) permits consumers to access information on multiple, unrelated Internet Web servers with a single ID and password. It gives publishers revenues not only from their own information but from the information their users buy elsewhere. And it gives advertisers the best way to measure web traffic by specific user.

"Clickshare's versatile architecture is core technology for a worldwide free market for digital communications -- a true information exchange," said Densmore.

Newshare Corp., is based in Berkshire County, Massachusetts, a region which has spawned several multimedia startups because of its high quality-of-life, accessibility to New York and Boston and good talent pool. Formed in September, 1994, it is privately held.

HOW IT WORKS

Clickshare has two principal components, Oliver says. Clickshare-enhanced Web server software runs on publishers' computers as a primary piece of controlling software or as an adjunct to other UNIX-based server software. It logs user registration, authentication, personalization and micro-transactions.

The second piece of essential software, the Clickshare token-validation service (TVS) server, is run by Newshare Corp. or licensees. It creates and validates authentication tokens, brokers non-personal user preferences among publishers, and maintains "page visit" records from multiple independent sites sortable by anonymous user number, page visited and site ID.

"At no time does Clickshare know a user's name or demographic profile," says Oliver. "Only the user's home-base publisher has this information."

Clickshare has been called a an example of "wise thinking" (Steve Outing, Editor & Publisher Interactive, Sept. 18, 1995) and "the excelsior that will allow web businesses to sell information by the page" (WEBster, Oct. 3, 1995).

Each user has a single "home base" at a Publishing Member (likely to be a local or speciality publication with whom they have a continuing relation). Clickshare users register just once with their home base, providing credit-card information by phone, fax, mail or secure Internet connection. At no time do credit-card numbers or other personal information traverse the Clickshare system.

Thereafter, a user begins a Clickshare(sm) session as simply as logging in to the online world in the first place. The user must enter a personal ID and password just once during each session. In response, their home Publishing Member provides them a personalized, updated, jumpoff page of useful links, based on the personal topical-interest profile the user provided at initial registration.

As they browse effortlessly to Clickshare-enabled and other sites, users can be confident that the link between their identity and their tracks does not go beyond their home Publisher. Clickshare provides mechanisms to establish charge limits and receive periodic reports of charges.

The Clickshare-enhanced Web Server -- which is browser independent -- is provided to Member Publishers by Newshare

Corp. free under license. Newshare's back-end service network exchanges data with the Internet servers of Clickshare-enabled sites, validating users and tracking all discrete page accesses -- chargeable or free -- across every participating site.

Clickshare tracks content served to users regardless of the location of their "home" Publishing Member. Aggregate micro-charges, settled monthly or more frequently, allocating commissions, royalties and transaction fees, thus form the basis of a system resembling an ATM network.

Clickshare leaves to each Publishing Member the marketing contours of its relationship to its customers. Each Publishing Member is thus free to use its own model for user subscription or per-page rates.

A portion of all fees accumulated by a user for all visited Clickshare-enabled sites is retained by the user's home Publishing Member. This is termed a "referral commission." And Newshare retains a portion for its role in tracking and clearing transactions. At least 50 percent of each transaction goes to the content owner as a royalty.

MORE THAN IP NUMBERS

Beyond the model of payment for access to information, because it tracks known users (rather than Internet Protocol (IP) numbers), Clickshare may also serve as a third-party circulation/viewership auditing mechanism for the advertising and publishing industry, while leaving to users control of release of demographic and other data, and respecting their desires for privacy.

"This transparent and efficient mechanism makes it economically practical to bill information purchases of as little as a dime and possibly less," says Oliver. "Thus Clickshare provides the platform on which the consumer of the 21st century can freely and conveniently access independently owned information worldwide, paying through existing credit structures."

For more news and information, send email to info(at)newshare.com or see: http://www.newshare.com/clickshare/

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For media information contact: Felix Kramer, Kramer Communications, (212) 866-4864 (felix@newshare.com); all other queries to: Bill Densmore or Lynn Duncan at Newshare Corp., (413) 458-8001 (mail@newshare.com).

From listmanager@Newshare.COM Mon Nov 13 02:00:42 1995
Received: from newshare.newshare.com (root@newshare.newshare.com [204.97.12.47]) by cn
Received: from rmc1.crocker.com (newshare@rmc1.crocker.com [204.97.12.50]) by newshare
Received: (from newshare@localhost) by rmc1.crocker.com (8.6.12/8.6.10) id XAA10447; S

To: Newshare-UPDATE

Subject: Clickshare to support CASIE advertising guidelines From: "Newshare Corp." Date: Sun, 12 Nov 1995 23:33:12

How the Web Was Won

Subject: Clickshare to support CASIE advertising guidelines
From: "Newshare Corp."
Date: Sun, 12 Nov 1995 23:33:12 -0500 (EST)

Message-ID:
MIME-Version: 1.0
Content-Type: TEXT/PLAIN; charset=US-ASCII
Status: RO
X-Status:

NEWSHARE CORP. JOINS AD INDUSTRY'S INTERACTIVE ALLIANCE;
SAYS ITS CLICKSHARE SYSTEM WILL SUPPORT "CASIE" GUIDELINES

WILLIAMSTOWN, Mass., Nov. 13 -- Newshare Corp., developer of the Clickshare tracking and transaction system, said Monday it had joined the Interactive Alliance, an advertising-industry consortium developing Internet audience-measurement standards.

The company also said it will support privacy and other guidelines contained in an industry white paper developed by the Coalition for Advertising Supported Information and Entertainment (CASIE). CASIE's members control the majority of the $150 billion U.S. advertising market.

"The addition of Clickshare adds strength to The Interactive Alliance," said Marshall L. Snyder, executive vice president, Arbitron NewMedia and an alliance founder. "Their business proposition has the potential to generate large numbers of identified web users."

Newshare Corp. is alpha-testing its Clickshare system, which enables Internet publishers to cooperate in generating and sharing content revenues. The absence of a micro- transaction information standard has prevented many publishers from using the World Wide Web so far.

Under Clickshare, each consumer chooses a most-trusted publisher to whom to identify himself/herself and Clickshare will never see the names. That publisher and user determine how the user's name and demographic information may be used.

Simplifying information access

Clickshare enables the anonymous tracking of individual users as they jump among unrelated Internet sites, and offers a facility to settle information transactions down to as little as 10 cents. Clickshare requires no special user software and simplifies user access to information by rendering multiple registration at Web sites unnecessary.

"The Interactive Alliance has already brought together so much of the industry in acknowledging common principles, it will make our job easier to bring about publisher cooperation," said Bill Densmore, Newshare's president. "And the CASIE working group principles strike a laudable balance among marketing requirements for a user census, the consumer's need for ease-of-use and democracy's need to assure personal privacy."

CASIE is a joint project of the Association of National Advertisers and the American Association of Advertising Agencies with the

support of the Advertising Research Foundation. It seeks to define a universal standard for third- party verification of audience claims by Web publishers which gathers uniform usage data about individual users, while respecting their privacy.

"Audience measurement efforts which adhere to the CASIE principles should help grow interactive media and benefit all those involved, including advertisers, media buyers and sellers," said Judy Black, senior partner and director of the BJK&E Interactive Group and also the chair of the CASIE research subcommittee.

What is the Alliance?

The Interactive Alliance is working to assemble the most comprehensive and definitive ongoing database on worldwide interactive media use. It was formed in 1995 by Next Century Media Inc., and The Arbitron Company. Other consortium members, in addition to Newshare Corp., now include Interse, McCollum Spielman Worldwide and MarketCast.

The Audit Bureau of Circulations and its technical support affiliate, WebTrack, have agreed to be participants in the work of The Alliance. Representatives of over 40 other industry organizations have agreed to participate as alliance advisors.

"Clickshare and The Interactive Alliance share a philosophy of cooperatively lifting the Interactive lake to raise all ships," noted Bill Harvey, president and CEO, Next Century Media. "It turns out that the Internet, which arose like topsy with no central direction, can become a more valuable business for content providers and advertisers by the same process of decentralized collaboration."

The advertising and publishing industries are struggling to reach a technology and consensus for the measurement and tracking of World Wide Web usage. The Newspaper Association of America has convened a Nov. 14 summit in Dallas so that major publishers and system vendors can discuss audience measurement principles. Newshare is among invited participants in the summit.

About the participants

Newshare Corp. was founded in September 1994 by a veteran publisher, a university technologist and a marketing executive as the Internet's first news brokerage, with a goal of building a free market for digital information among independent publishers and their users. Its first product is Clickshare. Williamstown, Mass.-based Newshare is privately funded.

Next Century Media is a team of advertising and media-research executives committed to maximizing the effectiveness of Interactive media worldwide for advertisers, agencies, network operators, content providers and consumers. Next Century Media clients include advertisers and agencies collectively representing over $23 billion in annual advertising investments, plus a large number of network operators.

Arbitron NewMedia, a unit of the Arbitron Company, was established in 1994 to provide a wide range of survey research, consulting and methodological services to the cable, telecommunications, direct broadcast satellite, online and new media industries. The Arbitron Company is a media information firm providing services to broadcasters, advertisers and agencies. The Arbitron Company is a division of Ceridian Corp.

"Clickshare" and "Newshare" are U.S.-registered servicemarks of Newshare Corp.

-30-

NOTE TO EDITORS: The document: "Key Points About Clickshare, CASIE and Audience Measurement" is available by Email to update(at)newshare.com or via the World Wide Web at:

http://www.newshare.com/News/audience.html

Additional information about Clickshare may be found at:

http://www.clickshare.com/clickshare/

The "CASIE Guiding Principles of Interactive Media Audience," are available at:

http://www.commercepark.com/AAAA/bc/casie/guide.html

FOR MEDIA INQUIRIES:

NEWSHARE CORP.: Felix Kramer, Kramer Communications, (212) 866-4864 (felix@newshare.com); for other inquiries contact Lynn Duncan or Bill Densmore, Newshare Corp., (413) 458-8001 (mail@newshare.com). For general information send Email to info@newshare.com or visit http://www.newshare.com/clickshare/

Arbitron NewMedia: Thom Mocarsky, (212) 887-1314.

Next Century Media Inc.: Bill Harvey, (914) 255-2222 or (415) 331-0389.

--- END RELEASE --

From bhaskarn@mcgraw-hill.com Thu Nov 9 15:02:09 1995
Received: from interlock.mgh.com (interlock.mgh.com [152.159.1.2]) by cnj.digex.net (8

Newshare®

The Internet's first news brokerage
Delivering your share of the news

Newshare Corp. Founders/Architects

ACTIVE:
William P. Densmore Jr.
Bernard Re Jr.

EMERITUS:
David M. Oliver
Michael J. Callahan

William P. Densmore Jr.

William P. Densmore Jr. (Bill), 49, is a co-founder and president of Newshare Corp. He has 20 years of editorial experience, including four with a major wire service and three with specialty publishers, having worked in Boston, Chicago, San Francisco and elsewhere. For nine years from 1983 he was a majority stockholder and president of Williamstown Advocate Inc., which owned and published two weekly newspapers in Berkshire County, Mass. The newspapers were sold in late 1992. He is a graduate of Phillips Exeter Academy and the University of Massachusetts Amherst. He is a director of The Atlantic Advisory Group and has spoken widely at industry conferences sponsored by The Gartner Group, McKinsie & Co., Editor & Publisher Interactive, The Associated Press and others. Densmore resides in Williamstown, Mass.
email: *bill@newshare.com*

Bernard Re Jr.

Bernard Re Jr., (Bernie), 49, is a co-founder of Newshare. He is new-media manager at the Lawrence [Ks.] Journal-World. He has held similar positions with Hagadone Newspapers and with Asbury Park Press Publications. Prior to that he was manager of computer graphics at Turley Publications Inc., of Palmer, Mass., a family-owned publisher of weekly and monthly periodicals and major commercial web-offset printer to New England colleges. Re has many years of marketing, design, PR and advertising-agency experience around metropolitan New York and is experienced on a variety of electronic-publishing platforms. Founder, CLIP AWAY/Standard Advertising Products Inc. Author of two books, "Direct Marketing Coupon Designs" and "Retail Advertising Designs" (both McGraw-Hill). From 1976 until 1988 he owned Re Design of Stamford, Conn. Among clients were IBM, Conrac Corp., Hipotronics Inc., Xerox Corp., and Emery Air Freight Corp. From 1991-1993, he published a regional monthly lifestyle magazine, "Around the Corner," in northwestern Connecticut. He attended New England School of Art and Massachusetts College of Art. Re resides in North Canaan, Conn. He serves on the Newshare Corp. Board of Directors.
email: *bernie@newshare.com*

EMERITUS:

David M. Oliver

The Internet's first news broker
Delivering your share of the news

Welcome to Newshare Corp.

We are a Massachusetts-based supplier of interactive media products to newspapers, broadcasters and the public through the Clickshare(sm) System for billable hypertext links, the Newshare(SM) Syndicate, the Newshare(SM) Common Resource Center and, next year, Newshare(SM) Adshare. The pages linked below describe our corporate mission.

Some of the links you'll find here are intended only for those who have signed our non-disclosure agreement. If you're interested in ***Newshare****'s future, we invite you to sign and return one.*

Newshare Corp. is establishing a nationwide electronic brokerage for the multi-media collection, editing, moderation and marketing of time-sensitive, general-interest news and advertising. Material will be organized both geographically and by interest area for direct consumer use. Content-provider memberships to **Newshare** are available. Tentative pricing information is available at the Newshare Syndicate Member Info page. User membership is presently free.

The service architecture of **Newshare** is based on, and draws its strength from, the Internet's ability to support a distributed network of providers and customers as well as open interfaces.

Newshare Corp. is seeking potential content partners or affiliates through a Request For Proposals process. We are very interested in developing relationships with non-traditional news providers (such as Internet newsgroup operators, BBS operators, small news organizations, Internet Service Providers, magazines, specialty information providers and entrepreneurial individuals and companies whether large or small, for-profit or not-for-profit) as well as with traditional media enterprises.

For more information about **Newshare**, please select from the following:

- WHO is **Newshare**?
- WHAT is **Newshare**?
- WHERE is **Newshare**?
- WHEN is **Newshare** available?
- HOW will **Newshare** work?
- WHY is **Newshare** needed?

- Is there ANYTHING like **Newshare** now?

*The Corporate Office of **Newshare**:*

NEWSHARE CORP.
One Bank St., P.O. Box 367
Williamstown, MA 01267-0367 USA
VOICE: (413) 458-8001
FAX: (413) 458-8002
*EMAIL: **mail@newshare.com***

Newshare®

The Newshare(SM) system in brief: Publishing Members are sought

Copyright, 1998, Newshare Corp.

Billable hypertext links
Newshare Corp. is establishing a nationwide electronic brokerage for the multi-media collection, editing, moderation and sale of time-sensitive, general-interest local news and advertising on a charge-per-page basis utilizing billable hypertext links.

The Newshare System will provide consumers with a one-bill source for all of their time-sensitive information needs which is based on open standards, is customizable and provides the maximum degree of control for indepent content producers.

Newshare(SM) Publishing Members and Contributing Members will provide material organized both geographically and by interest area. Each Publishing Member's users will have access to the content of other Publishing Members on a charge-per-page basis. Publishing Members will purchase a limited license to use the Newshare name, software and authentication system.

Content on publisher's machine
The Newshare system will permit content to remain on the server machines of independent content providers and yet be sold to the users of other, Newshare-affiliated content providers on a charge-per-page basis. Individual users will maintain a credit account with, and be "owned" by, their base Publishing Member, however.

Newshare Corp. seeks affiliation proposals from content producers such as magazines, newsletters, content aggregators, wire services, Internet service providers, bulletin-board services, weekly, college or alternative newspapers, small-market radio and television stations and individual reporters, editors, columnists or free-lance writers. Larger, traditional media organizations with a demonstrated commitment to open-standard, Internet-centered electronic publishing are also welcome to submit member or partnership proposals.

User customization planned
Unlike traditional wire services, "newshares"(SM) will go directly to consumers and will be customized by their consumer users both in content and in form of output (text, audio, video, printed, screen). Subscribers will access their local or regional Newshare(SM) member/provider via any Internet gateway using a variety of third-party, non- proprietary interfaces.

Newshare Corp. was established in September, 1994 and is currently negotiating first-stage financing. Its founders include a veteran print editor-publisher, a research university information-technology and networking specialist and an advertising/publishing industry manager/designer.

The Newshare System is expected to begin operation in the third quarter of 1995. If you are a potential information provider, member or affiliate, or would like to be added to our mailing list for future news

about the Newshare(sm) project status, EMAIL your proposal to Bill Densmore
densmore@newshare.com

Newshare Corp.
75 Water Street
P.O. Box 367
Williamstown, MA 01267
VOICE: (413) 458-8001 / FAX: (413) 458-8002
Email: mail@newshare.com
INFOBOT: info@newshare.com

The word Newshare is a registered servicemark of Newshare Corp.

NEWSHARE QUICK LINKS TO:

NEWS TOP / WORLD NEWS / STATE NEWS (U.S.) / LOCAL NEWS / SPORTS / BUSINESS / WEATHER / TOPICS / WHAT'S NEW / SYNDICATE / CLASSIFIEDS / LEAVE A COMMENT

Delivering your share of the news

Newshare Custom Hypertext Services

Services offered range from single home page design to multi-page site work that would include site image, navigation planning, design and production, inluding image work relating to icon, photgraphic and masthead design.

Your Link..... Your Link..... Your Link.....

Fee Schedule:

HYPERTEXT DESIGN:

- HTML Hypertext Designing.....$30.00 per hour

  Sample Estimate:

  DRAFT STAGE:
- HomePage.....$50.00 per (max. 20K each)
- Hyperlinked pages.....$25.00 per (max. 20K each)
- Icon Design.....$100.00 per (from one to three) (max. 10K each)
- Icon Design.....$75.00 per (from four to fourteen) (max. 10K each)
- Icon Design.....$50.00 per (from fifteen to twenty-five) (max. 10K each)
- Site Image Design.....$500.00 per (covers work to create a site that has an overall style and continuity to design, text, icons and other visual aspects. Includes master formats for: page design, icon design, navigation and response/interactive methods)
- Site Organizational Chart and Design Notes.....$ no charge
- Hyperlinked B&W Scanned Images.....$15.00 each (for scanning black and white originals and adding accent colors) Scanned Images max. original size max approx. 2-inches x 3-inches or smaller. File size range 17K to 43K.
- Hyperlinked Color Scanned Images.....$50.00 each (for scanning color originals) Scanned Images max. original size max approx. 8-inches x 10-inches. File size range: tbd

Terms:

- Draft Stage charges are payable in advance and are non-refundable.
- Alterations to Draft Stage files are invoiced at $50.00 per hour.
- Proofreading is a client responsibility.

WE will create a private URL so you can proofread your draft materials online prior to making them public

- *Design portfolio samples will be forwarded upon request.*

ON-SITE TRAINING:

- Training in HTML design, editing, linking, scan conversions, server communications, loading new daily copy and images and site maintainence.....$30.00 per hour (plus travel expenses)

ON-SITE CONSUTING:

- Input regarding World Wide Web editorial, design, advertising, promotion arenas and site creation.....$30.00 per hour (plus travel expenses)

Please submit a request for services to Newshare Corp. today.

Call us at (413) 458-8001 prior to sending materials so we can get acquainted.

USMail your materials:

Please include your ASCII TEXT files on diskette and Custom Hypertext Services fees, written instructions and other source materials as applicable.

All fees are in U.S. Dollars. Please make checks payable to Newshare Corp.

Your Link..... Your Link..... Your Link.....

Your Link..... Your Link..... Your Link.....

To Home... To Marketing... To Membership...

Newshare WWW site is a service of **Newshare Corp.**. a Massachusetts-based broker of digital information for newspapers, broadcasters and the public.

If you have comments or suggestions about **Newshare Resource Center**, please email them to **feedback@newshare.com.**

The **Newshare** name is a service mark of **Newshare Corp.**

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The Corporate Office of **Newshare**:

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One Bank St., P.O. Box 367
Williamstown, MA 01267-0367 USA
VOICE: (413) 458-8001
FAX: (413) 458-8002
EMAIL: **mail@newshare.com**

The **Newshare Resource Center** is sponsored in part by: Crocker Communications, a Northampton, Mass.-based supplier of Internet connectivity and telephone-answering services.

Newshare®

The Internet's first news brokerage (SM)

Welcome to the Newshare Syndicate!

We are a broker of news and features on the Internet, delivering multimedia content from media companies and individual writers to users of World Wide Web. We are presently enrolling Contributing Members and Publishing Members who wish to provide content through our Newshare(SM) system of page-per-page viewing.

HOW THE SYNDICATE WORKS

The Newshare Syndicate is a launching pad for Internet-centric news and information content, including text, photos and -- later this year -- sound.

- As a individual content provider (Contributing Member), when you join the Newshare(SM) Syndicate you become a part of a growing network of Internet-enabled artists who plan to offer their work to the public without have to affiliate with have to restrict themselves to a proprietary online service, without having to be tied to a particular publication and with a high degree of control over the way their work is displayed and marketed.
- As a corporate content provider (Publishing Member), when you join the Newshare(SM) Syndicate, you position yourself to make money on your Internet activities through the implementation, later this year, of our Token Validation Service (TVS) charge-per-page royalty system. You also enable the local users of your service to "click" to members-only content worldwide, when available.

KEY SYNDICATE RESOURCES:

Direct-connect to Syndicate articles, columns, news and resources
Join the Newshare Freelance electronic mailing list

To become familiar with **Newshare Corp.** the **Newshare Common**, **Newshare AdShare**, ***Your* Newshare**, the **Newshare Communications Center** and the **Newshare Resource Center** use the links below.

If you would like to become a **Newshare Member**,and take full advantage of the **Newshare** you are in the **right place**.

Quick Guide to **Newshare Member Definitions**
- *Four ways to become a member.*

Newshare Memberships

Newshare Contributing Member
- *Offer your content to our Publishing Members from your own "home page studio".*

Newshare Publishing Member
- *Get your newspaper, station, newsletter, or column up on the Web.*

Newshare User Member
- *Access to a growing number of publications and a doorway to the WWW.*

Newshare Technical Member
- *Provide the Internet on ramp and we will provide the content.*

SPECIAL PUBLISHING MEMBER RATES
- *Limited time.*

SPECIAL CONTRIBUTING MEMBER RATES
- *Limited time.*

Setting Sale Price
- *Setting the sale price of your work.*

During this *Start-Up* phase, our **Newshare Publishing Members** are offering their work **FREE OF CHARGE** to User Members for personal use.

If you seek to post, repost, publish, forward or otherwise circulate **Newshare Publishing Members** material to other users or to the public, or as part of a published or otherwise circulated work you must obtain permission. All material originating from the **Newshare Resource Center** is copyrighted, even if it is available at no charge.

Newshare Centers

Newshare Corp.
- *About us, our plans and our vision*

Newshare Resource Center
- *From newspapers to music, from gardening to politics, sports to the weather...*

Newshare Communications Center
- *Talk to us and among yourselves...*

Newshare Common
- *WWW connections from our open-access arena...*

Newshare AdShare
- *Want product information? This is the place...*

***Your* Newshare**
- *Plan on building your personal newspaper...*

To Home... To Common... To Corp HQ...

CLICKSHARE QUICK LINKS TO:

CLICKSHARE HOME PAGE | TEST DRIVE CLICKSHARE | NEWSHARE/CLICKSHARE CONCEPT | VISION 1997 | VISION 1979 | NEWSHARE/CLICKSHARE NEWS | GENERAL NEWS TOP | NEWS TOPICS | WHAT'S NEW | HOME PAGE | LEAVE A COMMENT

Newshare WWW site is a service of **Newshare Corp.** a Massachusetts-based broker of digital information for newspapers, broadcasters and the public.

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Newshare®

The Internet's first news brokerage

Newshare Contributing Member Rates & Data

If you are a free-lance journalist, writer, artist or photographer and you do not have your own set of subscribers, Newshare(sm) Contributing Membership is designed for you. It affords you World Wide Web exposure for your credentials and work and, later this year, the ability to receive royalties when web-users access your content.

Your Link..... Your Link..... Your Link.....

Here's how to become a Contributing Member:

- **One-Time Fee** $ 25.00. Storage: $3-$5/month

ONE-TIME FEE Covers:

- Initial loading for the following Contributing Member provided HTML text pages , .gif images:
- Or use our easy to use **New*share*** HomePage Template.
- HomePage and hyperlink pages consisting of HTML text and/or .gif images up to 50K.

STORAGE CHARGES (Monthly):

- You must pay $5 per month at the end of the month, via a major credit card, for ongoing content storage and links.
- If you prefer, you may prepay three months at a time by check for $12 per quarter ($3 per month).
- For detailed information, send E-mail to *join@newshare.com*

See Custom Hypertext Services

Please provide your materials in this manner:

- Contributing Member will provide HTML pages and .gif formated images to Newshare on 3.5 diskette for uploading to Newshare server. All pages should be loose within a "text" folder(directory) and all .gif images should be within a "images" folder (directory) within the text folder.

One-Time Fee also covers:

FREE Links from:

- **New*share* Syndicate**: consisting of a hyperlink to your HomePage and 25-word informational description. From within the Newshare Syndicate your offerings can be browsed by potential licensees. Publishing Members will look through your portfoli o of content and services to find a style, article, artwork, etc. that they can license from you and offer in their publications, both print and electronic.
- Free "hyperlinked" listing in New*share* W3 Business Guide our online index for visitor and member use. Listing consists of a hyperlink to your HomePage and a 50-word promotional listing.

OPEN ACCESS area:

- You may choose to place a link to your Contributing Member Materials in our **New*share* Common** for FREE.

- The **New*share* Common** is an open access area designed to house sample or full offerings. Anyone traveling the WWW can enter this area. No Newshare, member or user fees, click-fees, commissions, etc. are applicable within this open access area.

COMMISSION Agreement:

Until Token-Validation-Service is operational and click-fees" can be charged and credited the following commission structure will apply:

- Resale Commission on Contributing Member content: 15-percent of any Contributing Member content brokered through **New*share* Syndicate** .

Your Link..... Your Link..... Your Link.....

OTHER Fees:

- Additional Monthly Server Space Fee.....$1.00 per mo. per 500K

Update Files: .html file updates up to 20K that:

- are eMailed to us.....$5.00 per file

- we have to ftp pickup.....$3.00 per file
- (please privide full file, not just the section that is being updated)

New Files (text or Image): new .html or .gif files up to 20K that:

- are eMailed to us.....$5.00 per file
- we have to ftp pickup.....$3.00 per file
- each additional ftp from same site is $2.00.
- (if ftp pickup eMail us the address and locator information)

NOTE: If you are sending us a NEW FILE you should also send us an UPDATED FILE of your HomePage with a hyperlink to it. There is no charge for a HomePage file that is updated with a hyperlink to new page content located on our server.

eMail Example:

- You eMail one NEW FILE up to 20K.....$5.00
- You eMail New File and Updated HomePage.
- Total.....$5.00

eMail Example:

- You eMail one NEW FILE that has an IMAGE up to 20K.....$10.00
- You eMail New File, Image File and Updated HomePage.
- Total.....$10.00

ftp Example:

- You have us ftp and pickup one NEW FILE up to 20K.....$3.00
- You have us ftp and pickup New File and Updated HomePage.
- Total.....$3.00

ftp Example:

- You have us ftp and pickup one NEW FILE that has an IMAGE up to 20K.....$5.00
- You have us ftp and pickup New File, Image File and Updated HomePage.
- Total.....$5.00

NOTE: You may also send us your updated and new files on a 3.5 diskette (PC or MAC format). Please include payment with files.

All fees are in U.S. Dollars. Please make checks payable to Newshare Corp.

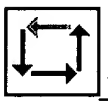
This is just the beginning Newshare. Our goal is to take the first step . . . and then help others take it too . . .

Join Newshare today . . . by going to our response form.

Your Link..... Your Link..... Your Link.....

Your Link..... Your Link..... Your Link.....

Your Link..... Your Link..... Your Link.....

 To Home... To w3 Index... To Membership...

New*share*WWW site is a service of **New*share* Corp.** a Massachusetts-based broker of digital information for newspapers, broadcasters and the public.

If you have comments or suggestions about **New*share* Resource Center**, please email them to **feedback@newshare.com.**

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Delivering your share of the news

Newshare is designed as a resource center for consumers and publishers... and as a marketing environment for artists, writers and other original content originators...

Your Link..... Your Link..... Your Link.....

Newshare has a goal of becoming the leading source for high-quality, timely, local, regional, national and international news and information.

Newshare Contributing Membership:

Newshare Contributing Members agree:

To share and/or offer for sale/resale or in exchange for a "click-fee", or to authorize through a licensing agreement their original content, news and time-sensitive information with our **Newshare Publishing Members.**

As a **Newshare Contributing Member** your privileges cover:

A **"studio"** space in the **Newshare Resource Center** where you can offer your original content for sale/resale, repackaging, copying or other reuse or distribution by our **Newshare Publishing Members.**

See Contributing Member Rates & Data for more information.

We can help you set up your HTML site with no fuss or muss...

Newshare Contributing Members memberships also includes:

- Free member "hyperlinked" listing in **Newshare Member Directory** - our online directory for visitor and member use

- Free member "hyperlinked" listing in **Newshare w3 Index** - our online index for visitor and member use
- "Custom" HTML "Home Page" with "hyperlinks" to "Your Studio Pages" **that will hold the content you are offering**
- Internet address and eMail service
- One Free "Hyperlink" from your home page to any WWW address.

Your Link..... Your Link..... Your Link.....

Your Link..... Your Link..... Your Link.....

To Home... To W3Index... To Membership...

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Google™ Advanced Search Preferences Language Tools Search Tips

token validation service Google Search

Web · Images · Groups · Directory · News ·

Searched the web for **token validation service**. Results **21** - **30** of about **34,300**. Search took **0.17** seconds.

[PDF]Infrastructure
File Format: PDF/Adobe Acrobat - View as HTML
... capability I Support for multiple **service** providers, with a ... facility I PKCS#11 hardware **token** support Support Certificate **Validation** Protocols:- I ...
www.securenet.com.au/pdf/ TrustedNet%20SecurityServer.pdf - Similar pages

Downtown Alliance - Salt Lake City
... The Downtown **Token** is a transportation **validation** system developed ... Most retail and **service** businesses already have a current minimum purchase requirement for ...
www.downtownslc.org/whatsnew/news.cfm?ID=32 - 11k - Cached - Similar pages

Clickshare News
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